FEMA National Flood Insurance Program
AGENT CO-OP PROGRAM

The NFIP Agent Co-Op Program provides agents with the advertising tools they need to help expand their flood insurance portfolios.

The Co-Op Program helps agents:
- Increase their buying power through media reimbursement – up to 75%.
- Develop an individualized marketing plan.
- Link their efforts to the NFIP marketing campaign
- Interest and motivate customers
- Provide customers with agent contact information for flood protection

Program Highlights
- No approvals needed for creative when using the templates provided.
- Simple reimbursement process
- All Co-Op program resources are available online at **Agents.FloodSmart.gov**.

Types of Co-Op Ads
Advertising made simple – that's what the Co-Op program is all about. Agents choose from different categories of flood messaging and are reimbursement accordingly. Examples of the creative templates, as well as more information about the types of ads, can be found at Agents.FloodSmart.gov in the Advertising Toolbox.

Being FloodSmart Pays
It's easy to become FloodSmart:

1. Complete a state-approved continuing education (CE) course for at least three hours on flood insurance within the past 24 months.
2. Submit a copy of the certificate to the Co-Op Administrator.

For detailed training requirements, visit Agents.FloodSmart.gov.

Co-Op Program Details

75% reimbursement
This creative is focused on flooding and directs consumers to contact the flood expert in their area. Template options include newspaper, magazine and Yellow Pages ads, and radio spots.

50% reimbursement
This creative promotes flood awareness, but allows agents the opportunity to highlight other lines of business. Template options include newspaper and Yellow Pages ads.

35% reimbursement
With this option, agents can design a message of their own and tag it with a flood message provided by the NFIP. This option is available for newspaper and Yellow Pages.

Get started with the Co-Op program today, visit **Agents.FloodSmart.gov**.